



WATER IS EVERYBODY'S BUSINESS

Our freshwater environment is under threat presenting risks to business...

NEARLY 50 COUNTRIES EXPERIENCED WATER STRESS OR WATER SCARCITY IN 2014¹

Between 1970 and 2012, the Freshwater Living Planet Index indicates a decline of up to

81%

in freshwater species abundance²

ONE IN THREE FRESHWATER SPECIES ASSESSED TO BE AT RISK OF EXTINCTION³

AGRICULTURE USES 70% OF OUR GLOBAL FRESHWATER RESOURCES⁴

DEMAND FOR WATER IS PROJECTED TO GROW BY MORE THAN 55% BY 2050⁵

GLOBALLY, 30% OF OUR LAND IS DEGRADED AND IT COSTS THE WORLD **US\$300 BILLION** ANNUALLY⁶

BY 2030 ALMOST HALF OF THE WORLD'S POPULATION WILL BE LIVING IN AREAS WHERE WATER IS OF POOR QUALITY, SCARCE OR INACCESSIBLE.

It isn't just water scarcity that businesses should be concerned about, poor water quality is a major risk too

#1 RISK

Water consistently features in the top risks in terms of impact in the World Economic Forum's Global Risks Report. In 2015, the water crisis was ranked as number one⁷

80%

of global wastewater is released untreated back into nature⁸

In CDP's 2016 Water Report disclosing companies reported that water-related impacts cost business

US\$14 billion⁹

NITRATE

is the most common chemical contaminant in groundwater aquifers globally, with levels increasing 36% in global waterways from 1990¹⁰

Through water stewardship, businesses can reduce their water risks and protect our precious freshwater habitats. Our water stewardship steps guide business on their water stewardship journey

1. WATER AWARENESS

Companies, their suppliers and customers have an understanding of global water challenges and their dependence on freshwater.

2. KNOWLEDGE OF IMPACT

Companies have a detailed understanding of the impact they and their suppliers have on freshwater.

3. INTERNAL ACTION

Companies take action to optimise internal water governance, improve water efficiency and reduce pollution.

WATER STEWARDSHIP INVOLVES...

4. COLLECTIVE ACTION

Companies, communities, public sector and NGOs are engaged together in collective action to address issues.

5. INFLUENCE GOVERNANCE

Governments are incentivised and motivated to manage and invest in water basins in a sustainable way.

WE WORK WITH BUSINESS TO HELP THEM BECOME BETTER WATER STEWARDS.

Visit www.wwf.org.uk/waterstewardship or email WaterStewardship@wwf.org.uk to find out how WWF can help you too

References

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- 7 World Economic Forum (2017) The Global Risks Report 2017. World Economic Forum, Geneva.
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- 9 Pacific Institute (2010) World Water Quality Facts and Statistics.
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